

Page Communications, a Kansas City public relations firm, is seeking social media and public relations focused fall interns to start in August. Intern candidates should have experience with social media and public relations combined with excellent writing skills. If hired, interns will work directly with account staff on real client work related to social media, public relations, media outreach and event support, as well as critical agency work such as research, organizational needs and database development. Page Communications works with retail, hospitality, lifestyle and professional services clients.

Page Communications is seeking to engage an intern for the fall of 2017:

- Starting in Aug. and ending mid-December. Start and end dates are negotiable.
- Approximately 15 – 20 hours per week. Please note that there may be opportunities to surpass 20 hours (but not to exceed 40 hours) in one week.

Intern compensation:

- Hourly rate of \$10.00 per hour, paid monthly.
- Page Comms is happy to provide documentation to a college or university to aid current students in receiving course credit.

### **Qualifications:**

**The successful candidate will:**

- Be pursuing a degree in public relations, marketing, journalism, communications or equivalent major or currently holds degree in such an academic program
- Be able to commit to the proposed time frame and hour structure
- Be able to work a regular weekly schedule with some flexibility
- Maintain a basic knowledge of Facebook, Twitter, Instagram, Snapchat and Pinterest and general strategies for the use of each
- Have a working knowledge of the local Kansas City news media
- Be outgoing and willing to call or talk to unfamiliar people
- Excellent writing ability
- Understanding of the Associated Press Stylebook
- Be able to work collaboratively to achieve clearly defined goals
- Be proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Possess a willingness to perform deep research and report findings
- Be a self-starter able to effectively function with minimal supervision
- Demonstrate a commitment to personal and professional excellence
- Be willing and able to perform the list of sample duties on page two



**Sample list of duties:**

**Social Media**

- Manage clients' Facebook pages, Twitter streams, Instagram accounts and other social media, including online review sites
- Build out monthly conversation calendars and/or weekly look-ahead calendars for clients' social media accounts
- Craft, proof and schedule posts and tweets for clients' social media accounts
- Research emerging social media platforms for integration into client plans
- Field work for social media purposes (mileage is reimbursed)
- Social media measurement and reporting
- Participate in strategy design for client social media
- Other duties as assigned

**Account Service:**

- Assist in the planning, coordination and execution of client events
- Participation in planning and brainstorming sessions for both existing and prospective clients
- Other duties as assigned

**Media Relations:**

- Form a basic understanding of online media database tools (Cision and Meltwater)
- Create media lists for individual clients and overall company use
- Create list of local/regional/national bloggers and the beats they cover
- Write press releases and advisories
- Craft story pitches
- Write bios for new clients
- Key message/talking point development
- Other duties as assigned

**Administrative:**

- Maintain and organize media library
- Database development and maintenance
- New business research
- Other duties as assigned

*If interested in the summer intern position, please email your cover letter, resumé and writing samples to Breanne Fritcher at [breanne@pagecomms.com](mailto:breanne@pagecomms.com) by Aug 1.*